What is claimed is:

5   1.   A method for conducting business, said method comprising:

deploying, on a plurality of vehicles in a customer fleet of vehicles, an event detection

module for acquiring vehicle data for a plurality of parameters associated with

movement of said vehicle;

generating event data for one or more unsafe driving events from said vehicle data

10   for at least one customer, wherein an unsafe driving event characterizes

movement of a vehicle in a manner indicative of unsafe driving behavior; and

offering for sale to said customer access to said event data.

2.   The method as set forth in claim 1, further comprising:

15   transmitting event data from said event detection module on said vehicle to a server;

and

granting access privileges to said customer to access said event data on said server.

3.   The method as set forth in claim 2, wherein transmitting event data from said

20   event detection module on said vehicle to a server comprises:

transmitting said event data from said event detection module on said vehicle to a

local server of said customer; and

transmitting said event data from said local server to an application server of a business entity offering said access to said event data.

4.   The method as set forth in claim 2, further comprising publishing a web site on said server comprising a plurality of web pages, so as to permit said customer to access said event data through said web site.

5.   The method as set forth in claim 2, further comprising generating from said event data to generate at least one report regarding one or more unsafe driving events for one or more vehicles in said customer fleet.

6.   The method as set forth in claim 2, further comprising generating from said event data to generate at least one report regarding one or more unsafe driving events for one or more drivers in said customer fleet.

7.   The method as set forth in claim 1, further comprising:

receiving from said customer at least one user defined parameter for said event detection module;

transmitting said user defined parameter to said event detection module; and

generating event data for one or more unsafe driving events in accordance with said user defined parameter.

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8.   The method as set forth in claim 1, wherein transmitting event data from said event detection module on said vehicle to a server comprises transmitting said event data in real time.

5   9.   The method as set forth in claim 2, further comprising:

receiving from said customer a communication parameter; and

transmitting said event data from said event detection module on said vehicle to said server in accordance with said communication parameter.

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